



## News About Placer County Businesses

These news briefs are prepared by the Placer County  
[Office of Economic Development.](#)

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### **2nd Annual Golden State Venture Capital Conference Set for January 29-30**

Entrepreneurs, investors, and professional service providers to early-stage tech firms are invited to attend the Golden State Capital Network's Venture Capital Conference, January 29-30, at Sacramento's Hyatt Regency Capitol Park Hotel. The conference will feature ten-minute presentations by up to 40 pre-screened and groomed start-up and early-stage companies seeking capital. Sixteen other promising companies will present 60-second "elevator pitches." Participating will be an impressive slate of leading venture capitalists and angel investors. [Register to attend here](#) (Select the Sacramento conference). For more information, contact [Jon Gregory or Jon Whiteman](#) or visit [Golden State Capital Network](#) or [California Small Business Development Center Program](#).

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## **Sacramento Region Gets High "Cybercity" Ranking**

A study by the American Electronics Association and the Nasdaq Stock Market has placed the Sacramento metropolitan region -- Placer, El Dorado, and Sacramento counties -- as the fifth-fastest growing "cybercity" nationwide. According to the report, the region added 12,500 high-tech jobs to its economic base between 1993 and 1998. During that time, high-tech employment in the Sacramento region jumped 57 percent, to 34,600 technology employees. Four of the area's largest and still-expanding high-tech companies are in Roseville. They are Hewlett-Packard, NEC Electronics, Agilent Technologies, and PASCO Scientific. For more information, visit the [Sacramento Business Journal](#) or [AeA](#) .

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## **PlacerGROWN Conference Slated for February 3**

The 7th Annual PlacerGROWN Farm Conference, featuring 32 workshops and a trade show, is set for Saturday, February 3, 8 a.m. to 3:30 p.m., at Lincoln High School, in Lincoln. Keynote speaker is Darren Schmall, an innovative agricultural producer from Madera County. Schmall developed the award-winning Pizza Farm, a half-acre demonstration farm, to introduce children and adults to farming; specifically, to where the ingredients for pizza originate. For more information, visit the [Pizza Farm](#) . Conference cost is \$35 and registration form is located at [UC Davis Cooperative Extension](#) or [PlacerGROWN](#) . Click here for a [calendar of events](#) .

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## **Stanford Ranch Owners Plan Industrial Park**

Stanford Ranch owners will develop a 350,000-square-foot industrial and technology park in Roseville, near their 35,000-acre master-planned community.

Ken Giannotti, vice president of Stanford Ranch, said the project, Foothills Commerce Center, has a flexible design that can attract a broad range of industrial and tech-oriented companies. It will target small and mid-sized tenants that need office, industrial and showroom space. Stanford Ranch and a partner, Mark IV Capital, plan to break ground this summer on the project's first phase. For more information, visit the [Sacramento Bee](#) or [Stanford Ranch](#).

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## **North Lake Tahoe Resort Association Balances Local, Business Interests**

Formed four years ago, the North Lake Tahoe Resort Association has since focused its efforts on revitalizing downtown areas and fostering resort-like amenities at the lake. Current projects include the Tahoe City Urban Improvement Project (as well as a similar plan in the works for Kings Beach), a park and ride lot near Sunnyside Resort, and a transit center at 64 Acres. Working to make Tahoe more attractive to and convenient for visitors, the NLTRA hopes to bring the lake into competition with major-league winter destinations like those in Colorado and Utah. For more information, visit the [North Lake Tahoe Resort Association](#) . For information on projects in North Lake Tahoe, visit the [Placer County Redevelopment Agency](#) .

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## **Ceronix to Expand in Foreign Trade Area**

Auburn's Ceronix company, a manufacturer of video monitors, earned its status as a Foreign Trade Zone in 1996 and has since been expanding on its 21-acre site, near the Auburn Municipal Airport. The second of five buildings planned for the site will be started this spring. The company's Foreign Trade Zone status allows Ceronix to import and export from the zone without paying most U.S. customs duties. That keeps costs in line with overseas competitors. For more information, visit the [U.S. Department of Commerce and Foreign Trade](#) or visit [Ceronix](#) .

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## **HP Introduces New Server**

Hewlett-Packard Co. recently announced a new server designed and assembled at its Roseville facility. The new product, known as the L3000, is HP's latest salvo in its battle for market share in the increasingly important computer server business. Servers are high-powered computers for running Web sites and other networks. Their design and assembly are two main functions at HP's 6,000-employee Roseville site. For more information, visit the [Sacramento Bee](#) or [Hewlett Packard](#) .

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## **Gladding, McBean & Co. Named to Sacramento Metro Chamber's Hall of Fame**

Gladding, McBean & Co. of Lincoln was one of five long-lived area firms named recently to the Sacramento Metro Chamber Business Hall of Fame. Affectionately known as the "Pottery" by Lincoln residents, the company was founded in 1875 by Charles Gladding, Peter McBean and George Chambers. The trio invested \$12,000 to get started, and the company has been producing clay products ever since. For more information, visit the [Sacramento Metropolitan Chamber of Commerce](#) or [Gladding, McBean & Company](#) .

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## **U. S. Para Plate Corporation Set to Grow in Auburn**

Last May, U. S. Para Plate president Charles Trask moved his 29-year-old company to Auburn, where he leased 25,000 square feet in the Auburn Industrial Park. Trask started the company in San Jose and later branched into Sacramento, but now has centralized operations in Auburn. U.S. Para Plate makes valves, pressure regulators and other controls used in industry and aerospace applications. The company is working on products for most NASA facilities nationwide, and has been working with Kistler Aerospace on its attempt to develop reusable satellite launch systems. For more information, visit the

[Sacramento Business Journal](#) or [U.S. Para Plate Corp](#) .

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## **Film Commission Honors Placer County Sheriff's Dept.'s Captain**

Placer County Sheriff's Dept.'s Capt. Kent Hawthorne was recently honored by the California Film Commission. Hawthorne was named Public County Employee of the Year at the commission's annual On Location award ceremony held in Long Beach. Beverly Lewis, director of the Placer-Lake Tahoe Film Office, nominated Hawthorne for his outstanding support of "The Deep End," an independent film shot last summer in North Lake Tahoe. For more information, contact the [Placer-Lake Tahoe Film Office](#) .

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## **CalJobs Web Site Links Employers, Job Seekers**

CalJobs is California's Internet system for linking employer job listings and job seeker resumes. A free service of the state's Employment Development Department, the CalJobs Web site makes the job/employee search easier for all parties. Employers can screen resumes online, to find job seekers they are interested in contacting. Job seekers can post resumes at any career center or EDD office if they don't have access to the Internet at home. Here in Placer County, the Economic Development Office becomes part of the network by putting job orders on the Internet for employers not familiar with it, and serving as a go-between for employers and job seekers. For more information, visit [CalJobs](#) or contact [Pamela Casteel](#) (pcasteel@placer.ca.gov). For more information, visit the [Office of Economic Development](#) .

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## **Why an Economic Development E-Mail Newsletter?**

You told us you wanted a quick, easy way to find out what's new in the Placer

County business community. Our response is *In Progress Online* , a monthly e-mail newsletter. In it, you'll find short items about new and growing businesses, major projects in progress, our cities' and the county's development plans, and programs that benefit businesses. We even provide Web links for more details on each story. And you can let us know what's happening in your business. Send items, questions, comments, suggestions to the [Office of Economic Development](#) or visit our [website](#) .

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## **Rocklin Manufacturer Bought by Tech Company**

Varian Inc., a mid-sized technology company based in Palo Alto, has bought Imagine Manufacturing Solutions Inc. of Rocklin, a contract electronic components manufacturer, for \$6.3 million. The newly acquired business, in Stanford Ranch's Atherton Tech Center, is called VEM/Sacramento. The purchase will help Varian target startup tech companies that need small amounts of new products, said Wilson Rudd, Varian's vice president of electronic manufacturing. For more information, visit the [Sacramento Business Journal](#) or [Varian, Inc.](#)

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## **Williams-Sonoma Opening Data Center, Offices**

Williams-Sonoma Inc., the San Francisco-based kitchen and home furnishings conglomerate, will open a 15,000 square-foot data center and administrative office complex at Stanford Ranch, in Placer County's Sunset Industrial Area. Williams-Sonoma now operates 385 stores (including Pottery Barn, Pottery Barn Kids and Hold Everything) and a mail-order division that mails more than 200 million catalogs a year. For more information, visit the [Sacramento Bee](#) or visit [Williams-Sonoma Inc.](#)

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## **Intrawest Announces Strong First Quarter**

Intrawest Corporation, developer of The Village at Squaw Valley USA, recently announced first quarter earnings of \$132 million, a gain of \$6.3 million over earnings in the same period last year. Vancouver-based Intrawest is the leading developer and operator of village-centered resorts across North America. Phase one of The Village at Squaw Valley will be complete in December 2001. For more information, contact [Lynne Everling](#) or visit [Intrawest](#) or [The Village at Squaw Valley](#). For more information about the area, visit the [Tahoe World](#) Web site.

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## **Sierra College Ranked in Top 100 Community Colleges**

One of the most productive transfer schools in the country and the state, Sierra College was ranked among the nation's top 100 community colleges, for associate degrees awarded, in a recent study by Community College Week. Out of 1,700 community colleges nationwide, Sierra placed in the top five- percent. And Sierra ranks seventh out of 108 comparable schools in the state in transferring students to four-year colleges. For more, contact [KBray](#) or visit [Sierra College](#)

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## Placer County Visitors Council Relocates

The Placer County Visitors Council, located in Auburn, will reopen in March in a new, larger space at 13411 Lincoln Way, right off Interstate 80. In addition to comprehensive tourism information, the new office will house historical and point of interest displays, information on local clubs and businesses, and a gift shop. Also on sale will be passes to state winter recreation areas and fishing licenses. To help handle the expected increase in tourist traffic prompted by the move, the council is starting a volunteer ambassador program. For more information, call (530) 887-2111 or contact the [Visitor's Center](#) or click on [Visit and Play](#), on the county's web site.

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## Call Center Training Program Offered

Businesses can benefit from a 12-week call center-training program being offered by Sierra College and Placer County's Office of Economic Development. Students in the program will receive intensive instruction in call center basics: computer systems used, communication skills, and good customer service. Graduates will be qualified to work as help desk operators, customer service reps, tech support reps, and sales associates. For more information, contact Pamela Casteel at (530) 889-4061 or click [e-mail](#) to send her a message.

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## Business Expert to Speak at Industry 2001 Event

Business Expert and financial talk show host Tom Sullivan will speak at Industry 2001, February 15, in Auburn. The event includes a VIP tour of the Auburn Airport and Industrial Park and dinner at The Ridge golf course. Sullivan will speak on current business news, the investment market, and the importance of Auburn's industry and airport to the Sacramento region. The full-day tour is \$90; dinner only, \$50. Make reservations by calling the Auburn Area Chamber of

Commerce at (530) 885-5616, ext. 220. For other information, visit the [Auburn Area Chamber of Commerce](#) website.

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## **Agilent's Roseville Presence to Expand**

Agilent Technologies Inc., the Hewlett-Packard spin-off that went public two years ago, has leased a 62,000-square-foot building at Creekside Ridge office park in Roseville. The company already leases about 60,000 square feet in a Creekside building. One of Agilent's product development groups, of semiconductor products, will move from the existing office into the new complex in April. The group has about 100 employees now and expects that number to grow over the next year, a company spokesman said. For more information, visit the [Sacramento Bee](#) or visit [Agilent Technologies Inc.](#)

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## **Tahoe's SNOWFEST Celebrates 20 Years Feb. 23 - March 4**

The communities of North Lake Tahoe and Truckee are gearing up to host the 20th annual SNOWFEST, Feb. 23 - March 4, the largest winter carnival in the West. The 10-day lineup of snowsport and outdoor recreation includes a torchlight parade at Squaw Valley USA, ski races, parades, ice carving and snow sculpture contests, live concerts, and many children's events. For more information and a 2001 SNOWFEST schedule of events call (775) 832-7625 or click on [SNOWFEST](#)

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## **EarthLink Expands to Roseville Site**

EarthLink, the country's second largest internet service provider, is moving its call center to a new, larger space in Roseville. The new call center will open February 15 with 260 employees. At 73,000 square feet, the Roseville building could

eventually house 700 to 900 employees. The date for reaching that number will depend on when each department (Sales, Support, and Service) decides to expand, an EarthLink official said. For more information, visit [Earthlink](#) or contact director of communications [Arley Baker](#)

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## **Federal Tax Credit Extended**

The Work Opportunity Tax Credit (WOTC) program, which provides employers with up to \$8,500 in federal tax credit for every single job seeker they hire, has been extended to December 31, 2001. For more information, or to determine if a job applicant is a member of a WOTC target group, contact your local Employment Development Department Job Service site (listed in the State Government section of the phone book) or call the WOTC Center at (916) 774-4374, or visit [EDD](#).

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## **Why an Economic Development E-Mail Newsletter?**

You told us you wanted a quick, easy way to find out what's new in the Placer County business community. Our response is *In Progress Online*, a monthly e-mail newsletter. In it, you'll find short items about new and growing businesses, major projects in progress, our cities' and the county's development plans, and programs that benefit businesses. We even provide Web links for more details on each story. And you can let us know what's happening in your business. Send items, questions, comments, suggestions to the [Office of Economic Development](#) or visit our [OED](#) website.

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### **Placer County Companies Make Fortune "100" List**

Agilent Technologies, Hewlett-Packard, FedEx, Nordstrom and Wal-Mart are among the Placer County companies listed in Fortune magazine's latest "100 Best Companies to Work For." Others represented locally include Edward Jones (9th), Vision Service Plan (19th), and Intel (42nd). For more, visit Fortune magazine.

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### **Lake Tahoe Resorts Invest \$1 Billion in Capital Improvements**



Four major Tahoe ski resorts -- Alpine Meadows, Northstar-at-Tahoe, Sierra-at-Tahoe and Squaw Valley USA -- have started improvements and additions and when complete, will represent a total investment of nearly \$1 billion. Projects include adding faster chair lifts, new and upgraded on- and off-mountain amenities as well as access to more terrain. For more, visit [Ski Tahoe](#) .

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## **Placer Sierra Merges with Sacramento Commercial Bank**

More job creation in Auburn is forecast when Placer Sierra Bank in Auburn, absorbs Sacramento Commercial Bank. The merger, which is expected to be complete by the end of March, would make Placer Sierra the area's largest locally owned bank. The new bank, with assets of around \$930 million, will have headquarters in Sacramento, but many administrative offices will stay in Auburn. For more, visit [Placer Sierra Bank](#) or the [Sacramento Business Journal](#) .

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## **Historical Tahoe Lodges Offer History, Charm, Recreation**

Four vintage Tahoe area lodges -- Rainbow Lodge, River Ranch Lodge, Sunnyside Lodge and Strawberry Lodge -- offer all the charms of a slower-paced era and a full menu of up-to-date amenities. Each lodge boasts beauty of setting, a long, colorful history, good food and a warm, welcoming atmosphere. For more about these lodges, visit [Rainbow Lodge](#) , [River Ranch](#) , [Sunnyside](#) or [Strawberry Lodge](#) .

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## **SACTO Aims to Attract Bay Area Firms**

Targeting headquarters operations, the Sacramento Area Commerce and Trade Organization encourages Bay Area companies to move to the Sacramento region. Drawn by lower business costs and quality of life, several companies answered SACTO's call in the past year. These include Galil Motion Control Inc., a microcomputer maker that

moved from Mountain View to Rocklin; and Performance Polymer Technologies, maker of custom rubber components, that moved from Sunnyvale to Roseville. For more, visit [SACTO](#) or the Placer County [Office of Economic Development](#) .

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## **Tahoe Film Wins Award at Sundance**

Shot mainly at Lake Tahoe locations, the feature film "The Deep End" won a Cinematography award at the Sundance Film Festival, held in January. The festival's Excellence in Cinematography awards honor exceptional photography in both a dramatic and documentary film. Giles Nuttgens, cinematographer of "The Deep End," won in the dramatic category. From 3000 submissions, festival officials choose 100 and present awards to only the 15 strongest entrants. For more, visit the [Sundance Film Festival](#) .

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## **Placer County Unveils Promotional CD ROM**

At its annual economic development breakfast, March 9th, the Placer County Office of Economic Development presented "Where Treasures Still Abound," a promotional interactive CD-ROM, a year in the making. Suggested by the Brooks Company of Rocklin, and created and produced by Fresh Air Media of Auburn, the comprehensive CD contains 18 videos designed to pique the interest of people and businesses thinking of moving to Placer County. It includes information on business, real estate, culture and recreation. Interactive maps, slide shows of cities, lists of youth activities, and historical information on the CD all help present Placer County as an attractive place to live and work. For information on how to obtain a CD, contact the Placer County [Office of Economic Development](#) .

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## **Call Center Training Program Offered**

Businesses can benefit from a 9-week call center training program being offered by Sierra

College and Placer County's Office of Economic Development. Students in the program will receive intensive instruction in call center basics: computer systems used, communication skills and good customer service. Graduates will be qualified to work as help desk operators, customer service reps, tech support reps and sales associates. For more information, contact Pamela Casteel at (530) 889-4061 or send her an [e-mail](#) .

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## **Top Placer County Projects List**

Among dozens of projects under review by Placer County's Planning Department, a few stand out as largest and most important, notes planning director Fred Yeager. They include Placer Vineyards (41,000 homes on 600 acres, commercial, industrial and office uses, west of Roseville, along Baseline Rd.), Bickford Ranch (1,800-unit subdivision, golf course, small commercial center, between Newcastle and Lincoln at Sierra College Blvd.) and a proposed Home Depot (in Auburn on Highway 49). For a complete list of proposed or in-progress county projects, visit the Placer County [Planning Department](#) .

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## **Tahoe Film Festival Moves to Autumn**

Tahoe's Fifth Annual International Film Festival has been rescheduled from April to September 27 - Oct. 2. The move to Tahoe's "shoulder season" was made to increase local and film industry support, said Elizabeth Rogers, the festival's acting executive director. Last year the festival showed 60 of the 300 feature, short and documentary films submitted. Run by volunteers, the festival has grown in scope and stature over the last four years. For more, visit the [Tahoe Film Festival](#) .

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## **SACTO Creating Research Council**

A research council envisioned by the Sacramento Area Commerce and Trade Organization will have three goals -- to centralize information about the region's economy

and development as well as increase the quantity and improve the quality of that information. Sitting on the council will be economic development professionals, government representatives and private and university researchers. Information gathered will be available to SACTO members. For more information, visit [SACTO](#) .

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## **Why an Economic Development E-Mail Newsletter?**

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### **Prima Publishing Sold to Random House**

Prima Communications, Inc., the U.S. market-leading publisher of video and computer game strategy guides, has been sold to Random House, Inc., the world's largest trade book publisher. Prima, based in Roseville, publishes some 300 books a year in trade, paperback and hardcover formats, and keeps an active backlist of 700 titles. Terms of the agreement, both of which are privately held, were not disclosed. The purchase is expected to be closed within a few weeks. For more, visit the [Sacramento Business Journal](#) or [Prima Publishing](#) .

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## **CSUS Study: Placer County a Leader in Information Technology**

Placer County has the highest percentage of employment in Information Technology in the Sacramento Region, with an IT concentration approaching some of California's leading IT economies, according to a new study by Robert Fountain of the Regional Economics & Land Use Institute at California State University, Sacramento. The study finds IT companies in Placer County account for 7.1 percent of all jobs in the county, well ahead of the Sacramento Region's other counties. For more, visit the [California State University](#) .

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## **SBDC Annual Report: Creating Economic Impact**

Sierra College Small Business Development Center's latest Annual Report shows impressive results. During 2000, 739 small business owners took part in SBDC counseling. SBDC clients created 138 new jobs, invested more than \$3,800,000 in their business ventures, and enjoyed sales increases of \$7,440,000. Judged by any return-on-investment standard, the Sierra College SBDC is one of the most cost-effective economic development entities in California. For more, visit [SBDC](#) .

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## **Williams-Sonoma to Open Data Center at Stanford Ranch**

One of the country's premier home-centered specialty retailers is opening a data center and office complex at Stanford Ranch. Williams-Sonoma Inc., based in San Francisco, has signed a 10-year lease for about 15,000 square feet within the master-planned community. Williams-Sonoma operates 370 stores and markets through direct mail catalogs. In its last fiscal year, the company earned \$68 million on sales of \$1.4 billion. For more, visit [Williams-Sonoma, Inc.](#)

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## **State Launches Training Program for Entrepreneurial Farmers**

The California Technology, Trade and Commerce Agency has launched a training program to teach small to mid-scale farmers and agricultural professionals needed business skills. The program, "Tilling the Soil of Opportunity," a NxLevel Training in Business Planning for Entrepreneurial Farmers, will be administered through the Small Business Development Program within the California Office of Small Business. For more, visit the [California Small Business Development Center](#) .

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## **Greater Alarm Company Extends Operations to Loomis**

A leading California security and fire systems dealer, The Greater Alarm Company Inc., has extended its operations to Loomis. Founded in 1981 and based in Southern California, the company now has six locations around the state. Greater Alarm designs, installs, monitors and services electronic security, fire, and integrated systems in homes and businesses. Greater Alarm is an Inc. 500 company. For more, visit [The Greater Alarm Company](#) .

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## **Visitor's Council Seeks State Designation**

The Placer County Visitor's Center may soon become a California Welcome Center, the first to open in the Gold Country. Currently, seven welcome centers across the state provide a broad range of information and services to travelers. The Visitor's Council, the area's leading tourism agency, expects its designation application to be reviewed soon. Being a welcome center would mean higher visibility and more traffic for the Visitor's Center now located at 13411 Lincoln Way, Auburn. For more, visit [Visitor information](#) or contact [Elizabeth De Palma](#) .

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## **Agilent: A Growing Presence in Roseville**

Independent from its parent company, Hewlett Packard, for almost two years now, Agilent Technologies, a global, diversified technology company, is making its presence felt in Roseville. In all, Agilent occupies 130,000 square feet of space in Roseville's Creekside Ridge business park. The company now has 750 employees in the Roseville area and expects that number to increase, a company spokesman said. For more, visit [Agilent Technologies](#) .

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## **Placer County Receives Contract to Market Training Program**

Placer County is one of only two counties in the state chosen to help market a special employment-training program. Through a contract with the California Association for Local Economic Development, the county has received funding to publicize the program and help set up the training needed. Training is designed to fit the needs of area businesses. For more, contact [Pamela Casteel](#) .

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## **Job Fair Set for May 16th**

In the spirit of helping businesses with their staffing needs, Placer County's Business Advantage Network will host a Job Fair Wednesday, May 16, 10 a.m. to 3 p.m., at the Roseville Fairgrounds. Deadline to reserve a table is April 2. For more information, contact [Cindy Burris](#) .

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## **Work Opportunity Tax Credit Extended**

The WOTC, which includes the welfare-to-work tax credit, has been extended to December 31, 2001. The tax credit helps people in target groups get jobs and gives employers who hire them a federal tax credit. For more about how to apply,

visit [WOTC](#) .

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### **First Data Corp. Takes Equity Stake in TASQ of Rocklin**

A majority interest in Sacramento-based TASQ Technology, Inc. has been sold to First Data Corp. TASQ, based in Rocklin, employs about 425 people. Founded in 1994, the company builds and maintains financial transaction systems such as those used in ATMs, "card swipe" machines and check readers. Atlanta-based First Data is a global leader in electronic commerce and payment services, serving more than two million merchant locations. For more, visit the [Sacramento Business Journal](#) or visit [First Data Corp.](#)

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## **Coherent, Inc. to Add Lincoln Site**

Because of continued expansion, Coherent, Inc. plans to move about 350 workers from its four-building Auburn facility to property it has acquired in Lincoln. The Santa Clara-based company, which makes laser-optics equipment, has purchased two buildings on 38 acres adjacent to the Lincoln Airport. The move planned for October, opens space in Auburn for Coherent's growing telecommunications and optics operations. About 450 employees will stay in Auburn. For more, visit [Coherent, Inc.](#)

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## **Auburn Medical Software Company Lands Long-term Contract**

TCS Healthcare Technologies has signed a multiyear contract with a physicians' alliance in Manhattan, Touchstone Health Partnership, Inc., to provide computer technology to help doctors make better decisions about patient care. A privately held Auburn company founded in 1983, TCS has about 25 employees and brought in about \$3.2 million in revenue last year. For more, visit the [Sacramento Business Journal](#) or visit [TCS Healthcare Technologies](#) .

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## **Ceronix, Inc. Set to Expand Corporate Campus**

Auburn's Ceronix Inc., which makes touch screens for gambling, bowling and videogames, is planning to add a \$1.5 million building to house its new touch-screen sensor division, CerTouch. The new structure will be the second of five planned for the company's 21-acre site near Auburn Airport and The Ridge golf course. The phased project calls for 64,000 square feet of office space and 132,000 square feet of light industrial space. For more, visit [Ceronix, Inc.](#) .

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## **Job Creation Efforts Yield Dramatic Results**

Dramatically improving on its initial goals, a two-year-old Placer County job-creation program has helped 350 CAIWorks recipients find jobs and has created 5,371 new jobs. Started with a \$56,000 state grant to the Placer County Office of Economic Development, the program brought businesses and community agencies together to create jobs, help train people to be job-ready, and then link them to new employment. Arms of the program include a One-Stop Center for businesses at the Sierra College Workforce Development center, a second site at the Employment Development Dept, and the Business Advantage Network, representing all local partners who can help businesses with their hiring needs. For more, contact [Pamela Casteel](#) or [read the county news release](#) .

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## **New Roseville Tech Center Opens**

Opened in March, the Roseville Science and Technology Access Center was put together to help members of the Roseville community better understand computers and technology. Sponsored by local businesses and organizations, the center, at 105 Lincoln Street, houses computer labs and technology classrooms available to the public and school age children. For more information on classes, volunteering or using the computers, call the center at (916) 782-3202 or visit the [Roseville Science and Technology Access Center](#) .

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## **Placer County Fastest Growing County in California**

Placer County was the fastest growing county in California last year, at a pace of 3.5 percent, according to new population figures released by the state Department of Finance. The City of Lincoln had the second fastest population growth (29.9 percent) among cities by adding more than 1,300 new housing units. In addition to Sun City Lincoln Hills, there's been a significant amount of growth in the western area of the city. For more, visit the [Placer County Office of Economic Development](#) or visit the [City of Lincoln](#) .



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## **Business Advantage Network Job Fair Held May 16**

Sixty-nine employers were on hand Wednesday, May 16, at a Job Fair held at the Roseville Fairgrounds. The Job Fair was sponsored by Gold Country Media and the Business Advantage Network, a local group of job development agencies working with Placer County's Office of Economic Development. The fair was free to employers and job seekers. For more on next year's event, contact [Cindy Burris](#) .

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## **RecycleStore Offers Recycled Content Products Online**

RecycleStore, an online catalog, showcases innovative recycled-content products and puts buyers directly in touch with product manufacturers. The store's mission is to promote recycled-content products of California's Recycling Market Development Zone manufacturers. For more, visit the [RecycleStore](#) .

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## **Reminder: Obtain Building Permits Before Starting Projects**

Business owners relocating or improving an existing business can save time and money by obtaining the required permits before any work is started. To keep projects on schedule, first call the Placer County Building Department for the necessary building permits. In Auburn, call (530) 889-7487. In Tahoe, call (530) 581-6200. Many building department forms and permits are available online at the [Placer County Building Department](#) .

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## Crate and Barrel Opens At Galleria At Roseville

Crate & Barrel, one of America's most popular housewares and home furnishings retailers, opened its 34,000 square foot, two-story store on the Promenade at the Galleria on May 10th. The Galleria at Roseville store is the first in this market and one of only five locations throughout California containing a home furnishings showroom. For more, visit the [Galleria At Roseville](#) or [Crate & Barrel](#) .

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## **EarthLink Opens Call Center**

EarthLink, the nation's second-largest Internet service provider, recently opened a new call center in Roseville. The new 73,000-square-foot facility provides customer service and technical support. It currently houses 300 EarthLink employees, but can potentially accommodate up to 900. EarthLink has more than 4.7 million subscribers. For more, visit the [\*\*Sacramento Business Journal\*\*](#) or [\*\*EarthLink\*\*](#) .

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## Oracle Plans Big Expansion

Oracle Corporation plans to break ground on a new building in Rocklin's Stanford Ranch next month, paving the way for the software giant to more than double the size of its local operations by 2002. The new building will accommodate between 500 and 700 workers, next to Oracle's original building on the site, which houses about 400 employees. For more, visit the [Sacramento Business Journal](#) or [Oracle Corporation](#) .

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## Foresthill Astronomer Builds High-Tech Telescopes

In the Foresthill laboratory of his company, SciTech Astronomical Research, astronomer James Wray builds high-tech telescopes and precision astronomical instruments. Wray and his associate, Cary Chleborad, are nearing completion of a 6,000-pound reflecting telescope to be used for research on supernova. Wray, who has a doctorate in galactic structures, worked as a teacher, research scientist, and astronomer before turning to building telescopes, in 1989. For more visit Scitech Astronomical Research at <http://www.scitechastro.com>

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## Northstar Aims to Complete Original Master Plan

Using a Master Plan put in place in the 1970's, Northstar and East-West Partners, a world-class resort developer, are moving forward on developing Northstar's full potential as a destination ski resort. Planned are new neighborhoods, a core village, improved amenities, and more ownership options. One of the partners' top priorities is to address traffic issues and, through good planning, reduce visitors' need to use their cars. For more, visit [Northstar-at-Tahoe](#) .

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## **Placer County Offers Leadership Training**

Do you have supervisors or team leads that need training? Placer County now has 35 spots available for free "Leadership Skills Training." If you have 10 candidates for training, the class will be presented on-site at your work place. Otherwise, it will be presented at a convenient location to a group combined from several employers. The 40-hour curriculum covers such topics as conflict resolution, positive/progressive discipline, communication, and establishing performance expectations. For a copy of the curriculum or more information, contact [Pamela Casteel](#) at the Office of Economic Development.

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## **Recycling Program Fosters Business Growth**

Incentives, loan programs, resources, technical expertise -- all these are offered to businesses participating in the state's Recycling Market Development Zone program. Placer County works with the California Integrated Waste Management Board to encourage businesses to use recycled materials in the products they manufacture. The RMDZ program combines recycling, with economic development, to fuel new businesses and create jobs. For more, visit the [California Integrated Waste Management Board](#) or contact [Bobbi Park](#) , the county's RMDZ zone administrator.

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## **Resort Association Wins California Tourism Award**

For the second year in a row, the North Lake Tahoe Resort Association won the coveted California Division of Tourism Marketing Award for "Best Publication" for its summer/winter travel-planners. The awards are given in recognition of excellence in tourism management and marketing. Designed to promote North Lake Tahoe as a destination resort, the travel-planners have a distribution of 65,000 each of the two seasons. For more, visit the [North Lake Tahoe Resort Association](#).

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## **SACTO Annual Report Honors Placer County Businesses**

In its latest annual report, the Sacramento Area Commerce and Trade Organization honored three Placer County companies for choosing to locate and expand in the Sacramento region. Agilent Technologies, Inc., Galil Motion Control, and Performance Polymer Technologies were among 17 firms cited in the report. SACTO is a private, non-profit economic development corporation. Its mission is to recruit quality companies in order to create economic opportunity, diversity, and stability in the region. For more, visit [SACTO](#) or, to learn more about the companies that chose Placer County as a great place to do business, go to [Agilent Technologies, Inc.](#) or [Galil Motion Control](#) or [Performance Polymer Technologies](#) .

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## **Sierra College Receives Positive Review**

A visiting accreditation team recently gave a "thumbs up" on the education Sierra College provides. Representing the Western Association of Schools and Colleges, the team met with individuals and groups, conducted interviews, and visited more than 60 classrooms before praising Sierra for its "positive college climate." The review is an indication of a final, formal review and accreditation recommendation to come later. For more, visit [Sierra Community College](#) Web site.

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## **Squaw Valley Launches New Building Phase**

Construction of Phase 2 of The Village at Squaw Valley will begin this summer, Squaw Valley USA recently announced. The Tahoe resort is building condominiums, restaurants, shops, and underground parking on the valley floor. The Village is planned as a four-season, alpine-style destination resort. For more, visit the [Sacramento Business Journal](#) or visit [The Village at Squaw Valley](#) .



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## **Tahoe Vista & Kings Beach Redevelopment Strategies Studied**

What's the best way to foster economic and community growth in Tahoe Vista and Kings Beach? That's the question facing the Placer County Redevelopment Agency and Claggett Wolfe Associates, the consulting firm hired to help prepare a redevelopment strategy. To arrive at a strategy, that team is studying both communities, their workforce housing needs and what's needed to attract and retain businesses. Over the next few months, the team will interview North Tahoe business owners and residents, lead a series of community focus groups, and conduct a "needs" survey. For more, visit the [Placer County Redevelopment Agency](#) .

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### **Board of Supervisors Names New CEO**

Placer County has a new County Executive Officer. Jan Christofferson was recently chosen by the Board from a strong field of applicants to replace Don Lunsford, retiring after 27 years of service. Christofferson, who lives in Meadow Vista, was Yuba County's Administrative Officer for five and a half years. She helped develop the successful Measure R in Yuba County, which resulted in a \$25 million amphitheater, a \$100 million Motorplex, and road and infrastructure improvements. For more, see the Placer County Public Information Office [press release](#) .

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## Historical Winery Producing Again

In August, for the first time since Prohibition, hand-crafted wines will go on sale at Auburn's Bernhard Winery, part of a museum complex dating back to the Gold Rush. Partners Neil Baumbach and Ron Hyatt have resurrected the winery and gone through the lengthy process of bringing their first pouring to fruition. Limited amounts of three wines -- a zinfandel, a cabernet sauvignon, and a blend of barbera and Bernhard grapes dubbed Bella Firenze -- will be on sale August 18 starting at noon. For more, contact [Ron Hyatt](#) .

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## \$4 Million Plant Planned in Foresthill

Blaylock's Inc., which makes electrical wiring harnesses, will break ground for its new \$4 million, 54,000-square-foot manufacturing plant in August. The plant will be located on the former Georgia-Pacific Mill Site property in Foresthill. Several years in the making, the redevelopment of the old mill site (the mill closed in 1993) is a joint city, county, state, and federal project designed to bring jobs back to the Foresthill community. The decision by Blaylock's to locate on the site represents the first step in that redevelopment. For more, visit [Blaylocks, Inc.](#) or the [California Technology, Trade and Commerce Agency](#) .

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## Environmental Inventions Workshop Set for July 19

A Green-2-Gold workshop, "Cashing in on Environmental Inventions," will be held July 19, 9 a.m. to 4 p.m. at Sierra College in Rocklin. Workshop presenter is Alan Tratner, an award-winning industrial product designer and inventor. Tratner will cover how to turn a creative idea into a commercial success. The workshop is open to all those who have ideas for recycled-content and energy-saving products. To register, call the Placer County Office of Economic Development at (530) 885-4016. For more about recycling, visit the [California Integrated Waste Management Board](#) or contact your [Placer County RMDZ Administrator](#) .

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## **Indoor Sports Complex Opens in Rocklin**

Open since May, In-the-Net Sports, a 74-000-square-foot facility in Rocklin, has been called the region's premier indoor sports complex. The sports center includes two indoor soccer fields, two basketball courts, four volleyball courts, a climbing wall and rappelling tower, training and fitness center, party and meeting rooms, and many other amenities. In-the-Net owners Dave and Tricia Johnson and Steve and Kelli Benedict worked with the City of Rocklin on the multi-million dollar enterprise. For more, visit the [City of Rocklin](#) .

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## **Sacramento Region Climbs Ranks on Forbes List**

Forbes Magazine has placed Sacramento 11th out of 200 metropolitan areas in its 2001 ranking of "Best Places to Do Business." That's up from the magazine's ranking of Sacramento at 19th in 2000 and 28th in 1999. Every year Forbes and the Milken Institute rank the country's top 200 regions based on growth in jobs and earned income, plus "a measure of activity in critical technologies that foster future growth." For more, visit [Forbes](#) magazine.

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## **Tahoe.com Launches Visitor Guide**

The Tahoe.com Visitor Guide, an extension of the online guide, is now available at 200 key visitor locations in North Tahoe. The new, weekly publication contains maps, directories of restaurants, tourist attractions, and services, as well as a calendar of events. For more, visit [Tahoe.com](#)

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## **Fox Searchlight Acquires Rights to "Deep End"**

Fox Searchlight recently closed a \$3-million deal to acquire worldwide distribution rights to "The Deep End," a film set and shot in North Lake Tahoe. The film screened in dramatic competition at the Sundance Film Festival, held in January, and won the Cinematography award. For more, visit the [Placer-Lake Tahoe Film Office](#) or the [Sundance Film Festival](#) .

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## **County Zoning Ordinances Available Online**

Thinking of locating a commercial business in unincorporated Placer County? To make sure zoning is consistent with the type of use you have in mind, be sure to review county zoning ordinances, available on line at [Placer County Code](#) or contact the Placer County [Planning Department](#) .

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## **Federal Tech Center Links Small Businesses to Government Contracts**

The Federal Technology Center, in North Highlands, provides a link between private businesses and public entities. Serving nine Northern California counties, the FTC enables small businesses to locate contracting opportunities and compete for federal, state, and local government contracts. Other services include bid matching, counseling, education, resources, and an outreach program. For more, visit the [Federal Technology Center](#) .

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## **ETP Leads California's Push for Job Training**

Leading California's job-training effort is the Employment Training Panel, a joint

business and labor-supported state agency that provides training funds to empower workers, promote businesses, and improve the state's economy. ETP funds a wide variety of training programs, including Total Quality Management, Statistical Process Control, Production Techniques, Computer Training, Customer Service, and Management Skills. To see if your business is eligible, contact [Pamela Casteel](#) .

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## **Ceramics Company Runs Thriving Apprenticeship Program**

To help build its skilled work force, Carpenter Advanced Ceramics started a state-approved apprenticeship program in 1996. Working with Sierra College, Carpenter has since graduated two ceramic journeyman machinists -- the first two certified in California -- and three more journeyman candidates are enrolled in the rigorous, 10,000-hour program. Carpenter makes ceramic components used in the aerospace, defense, electronics, and semiconductor industries. In its 58,000-square-foot Auburn facility, the company employs 101 workers. For more, visit [Carpenter Advanced Ceramics](#) .

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## **Village at Squaw Valley Opens This Winter**

The new Village at Squaw Valley USA will open this coming ski season. Developed by Vancouver-based Intrawest Corp., the four-phased destination resort at buildout will have about 600 condominiums, underground parking, and 75 shops and restaurants. This winter the first phase will be complete and open for use -- 139 luxurious, fully-furnished condos (all sold) and 19 boutique-style shops and restaurants. Phase two is underway, and 70 percent of 147 mountain homes made available have already been sold. For more, visit [The Village at Squaw Valley](#) .

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## **Colfax Business Form Maker-Distributor Expanding**

In late September, Tully-Wihr Co., a business-form distributor, will consolidate operations in a new 55,000-square-foot building, the first structure in the new Colfax Industrial Park. Besides Tully Wihr, the facility will house the company's wholly owned subsidiary, GKM Corp., a business form manufacturer, and GKM Too, a print shop that will move from its current location in Meadow Vista. In all, Tully-Wihr employs 90 people. Over the next two years, the company will hire 19 more workers as part of an agreement with the state, which has granted funds for project site road improvements. Tully-Wihr has been in Colfax since 1984. The company started in San Francisco in 1906. For more, visit [Tully-Wihr](#) .

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## **Funds Available to Retrain Employees**

The Employment Training Panel has funds available to companies interested in retraining current employees. To qualify, companies must have out-of-state competition, be experiencing changes in technology, or have other competition issues. Most types of training can be funded, and the ETP program can be customized to meet most companies' training needs. For details, contact [Pamela Casteel](#) .

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## **Agency Helps Businesses Stay Competitive, Provide Safe Environment**

The Regional Environmental Business Resource Assistance Center, established to improve the local economy, helps businesses find cost-effective solutions in all areas of environmental, health, and safety compliance. REBRAC provides free consultations, on-site visits and assessments, advice on how to reduce energy and water consumption, help getting financial assistance for emission control equipment, and staff training. For more, visit [REBRAC](#) .

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## **Professors From France Visit Sierra College**

Five visiting professors from France, sponsored by Rotary International, recently spent a day touring the campus at Sierra College in Rocklin. The group of young teachers -- a physicist, a biologist, a Spanish professor, an electrical engineer, and an organic chemist -- visited Sewell Hall facilities, the Learning Resources Center, science labs, and the Science Museum. They spent time talking with staff members about Sierra and the California Community College system. They also enjoyed a side trip to tour [Coherent, Inc.](#) in Auburn. For more, visit [Sierra College](#) .

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## **Norcal IDEA to Announce New Name/Regional Identity**

On September 10, California's oldest and largest regional economic development marketing group, NorCal IDEA, will announce its new name and the new name for the region it serves --20 northern California counties. The unveiling ceremony will take place at noon that day on the steps of state capitol. The group's new identity will serve to create regional brand identity, officials said. For more, visit [NorCal IDEA](#) .

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## **Ceronix Adds Exercise Circuit**

Employees are already using a \$350,000 exercise circuit and swim-spa being installed on part of Ceronix's 21-acre site in Auburn. Winding up hills and through oaks, the one-half-mile course is dotted with exercise stations listing various workout procedures. The 17-foot-long, four-foot-deep swim-spa is open for workouts before and after work and during lunchtime. Ceronix owner Don Whitaker says employees can do two circuits in 20 minutes and then hop in for a swim -- all during a lunch break. For more, visit [Ceronix](#) .

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## **New Placer County CD Wins Omni Award**

Placer County has won an Omni Intermedia award for its 18-video, interactive CD covering Placer County. The awards recognize the best in the converging fields of film, video, TV, Internet, interactive media, animation, and audio production. Other Omni winners included Animal Planet, PBS, Discovery Channel, and National Geographic. Fresh Air Media (formerly Flessing & Flessing), in Auburn, has two divisions: TV and video production, and, started two years ago, interactive media, which includes websites, DVD, CD roms, and high-end computer animation. For more, visit [Omni Awards](#) .

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## **Placer County State Fair Exhibit Continues Winning Streak**

Continuing the long string of awards for Placer County State Fair county exhibits, the county's 2001 State Fair exhibit, "Fuel Up for Fun in Placer County" received two awards. This year's awards included an overall Gold Medal Award and a special award for "Best Creative Use of Products/Produce/Artifacts in an Exhibit." For more, visit [Placer County](#) , a wonderful area to visit and play.

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## **Job Fair Set for October**

The Business Advantage Network, Employment Training Panel (ETP), Auburn Area Chamber of Commerce, and the Auburn Journal are hosting a job fair on Wednesday, October 17, 10 a.m. to 3 p.m. at the Gold Country Fairgrounds in Auburn. The job fair is free to both employers and job seekers. The "no fee" registration includes an eight-foot table and chairs and two bagged lunches. Because space is limited, interested businesses are encouraged to call for reservations ASAP. For more information, contact [Marcy Schmidt](#) or [Cindy Burris](#) .

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# ***In Progress Online, September, 2001***

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## **United We Stand**

Our thoughts are with all those affected by the tragic events of last week. To arrange to donate blood, call the Sacramento Medical Foundation Blood Center at 866-822-5663 to schedule an appointment. The number may be busy, so keep calling. To support the Sacramento-Sierra chapter of the American Red Cross to give blood or donate money or services, call 916-368-3220. For more, visit the [American Red Cross](#) .

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## **Family Hardware Store Expands to Colfax**



The Pardini family is investing \$3 million in a 38,000-square-foot building on eight acres in Colfax to expand their Hills Flat Lumber Company, now in Grass Valley. The independent lumber and hardware store -- whose annual revenue has doubled in the past three and a half years -- is expected to become the largest retailer in Colfax. The Colfax store will sell all the typical hardware store goods -- from plumbing fixtures and paint to roofing materials and fencing. It will also have a full-line nursery and an equipment-rental division. Established in 1921 by Edward Julian Pardini, the company is now run by his son, Edward Jr., and several grandchildren. For more, contact the City of Colfax's new City Manger, [Bob Perrault](#) .

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### **Former Foresthill Mill Site Reborn with Building of Blaylock's**

The former Georgia Pacific Mill site in Foresthill will soon be home to Blaylock's Inc., an electrical wiring harness manufacturer. The new plant, now being built, is a joint effort of the U.S. Environmental Protection Agency, the California Mill Reuse Pilot Program (run by the California Technology, Trade and Commerce Agency), the Placer County Office of Economic Development, and Blaylock's owner Jim Paul. The cooperative effort is aimed at addressing environmental constraints and boosting economic development. Expected to be a catalyst for new business growth in Foresthill, Paul's \$4 million, 54,000-square-foot plant will initially employ 100 workers and add more as it expands. Blaylock's is scheduled to be completed by the end of the year. For more, visit [Blaylock's Inc.](#) or the [California Mill Reuse Pilot Program](#) or the [Placer County Office of Economic Development](#) .

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### **Ag Marketing Workshop Set for October 16**

"How can marketing programs help you develop or expand your agricultural operation?" That question is the focus of the 2001 Ag Marketing Workshop to be attended by people from all segments of Placer County agriculture. The workshop is slated for October 16 at the Loomis Veterans Hall. Facilitated by leaders in agriculture, the workshop will also cover fresh, innovative uses for Ag products. The event is sponsored by the [UC Cooperative Extension](#) , the [Placer County Agricultural Commission](#) , [Placer GROWN](#) ,



and the Placer County Agricultural Marketing Project. For more, e-mail [Joanne Neft](#) or call (916) 663-0689.

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## **Computer, TV Recycling Made Easier**

Help is now available for managing hazardous cathode ray tubes (CRT), commonly found in computer monitors, televisions, some camcorders, and other electronic devices. CRTs, now classified as universal wastes, can no longer be put into the trash or taken to municipal landfills. The new regulations require improved handling and storage of waste CRTs to prevent the release of lead contained in CRT units. To review the new CRT regulations, visit the [Department of Toxic Substances Control](#) . Because Placer County is a Recycling Market Development Zone (RMDZ), Placer County companies that make value-added products from recycled materials that would otherwise go to landfills are eligible for low-interest loans. For more information, contact [Bobbi Park](#) or visit the [RMDZ program](#) .

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## **Auburn, Tahoe to Hold Job Fairs**

[Two October job fairs](#) , one in Auburn, and one in Tahoe, will bring Placer County employers and job seekers together. Auburn's fair, October 17, 10 a.m. to 3 p.m., will be held at Auburn's Gold Country Fairgrounds. Occupations represented will include government, clerical, customer service, medical, retail sales, utilities, manufacturing, law enforcement, staffing services, and training agencies. Ski industry-related and retail jobs are among those awaiting job-seekers attending Tahoe's job fair, October 27, 10 a.m. to 6 p.m. at the North Tahoe Conference Center. For more information, contact [Cindy Burris](#) in Auburn or [Holly Cox](#) in Tahoe.

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## **Roseville "Profile" Reports Latest on Development, Job Growth**

What's up economically in Roseville? A new city publication summarizes important Roseville statistics and reports on the past fiscal year's development activity and job growth. The City of Roseville Demographic Development & Employment Profile 2000-2001 is a resource for area business people, site selectors who are considering Roseville, and anyone interested in what's happening in Roseville. To review the profile, click on the [City of Roseville](#) . To find the report, click on Subject and then Demographics.

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### **Nordstrom Rack Opens in Roseville**

Nordstrom Rack, the off-price retail division of fashion retailer Nordstrom, Inc., opened August 9 at Creekside Town Center in Roseville. The 32,000-square-foot center is adjacent to the Galleria at Roseville, where Nordstrom opened a full-line store last year. Nordstrom Rack offers name brand apparel, shoes, and accessories for the whole family at savings of 30 to 75 percent. A tailor shop offers on-site alterations. For more, visit the [Sacramento Business Journal](#) or contact [Tracy Overby](#) .

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### **Pride Industries Posts Updated, Interactive Website**

Pride Industries' mission is to create jobs for people with disabilities, and the company's new website aims to show what people with disabilities can do. Dynamic and interactive, the site is designed to show Pride as a business with a social mission and enhance user experience with Pride, says the company's e-business analyst Lisa Townsend. Based in Roseville, Pride Industries has more than 1,700 employees and ranks as the region's sixth-largest manufacturer. For more, visit [Pride Industries](#) .

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### **Free Supervisory Training Starts in October**

Supervisory Training sessions are scheduled to begin October 16, 1 - 5 p.m., and run for

10 weeks, ending December 18. The classes will be held at Roseville Gateway (previously Roseville Hospital). Call to see if your company is eligible to receive this excellent free training, funded by the State of California Employment Training Panel. Seating is limited to 20. For details, contact [Pamela Casteel](#) . .

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## **Placer County's State Fair Exhibit Wins Honors**

A 1929 "PlacerCo" gas station, recreated in Placer County's State Fair exhibit this year, garnered three major awards. The "Fuel Up for Fun" exhibit received a Gold Medal for Excellence, a special award for "Best Creative Use of Produces, Produce & Artifacts, and was named as the 2001 California State Fair People's Choice winner. The vintage station was reminiscent of those that dotted US 40 from Sacramento to Lake Tahoe before the advent of freeways. Designed in part by the Placer County Visitors Council, the exhibit also housed a Touring Information Center staffed by Visitors Council Ambassador volunteers. For more, visit the [Placer County Public Information Office](#) or the [Placer County Visitors Council](#) or contact [Elizabeth DePalma](#)

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## **Why an Economic Development E-Mail Newsletter?**

You told us you wanted a quick, easy way to find out what's new in the Placer County business community. Our response is *In Progress Online* , a monthly e-mail newsletter. In it, you'll find short items about new and growing businesses, major projects in progress, our cities' and the county's development plans, as well as programs that benefit businesses. We even provide Web links for more details on each story. And you can let us know what's happening in your business. Send items, questions, comments, suggestions to the [Office of Economic Development](#) .

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### **Waste-reducing Businesses Win "WRAP" Awards**

Twenty-nine Placer County businesses recently garnered 2001 WRAP awards for their outstanding efforts to reduce non-hazardous waste. WRAP -- the Waste Reduction Awards Program -- is administered by the California Integrated Waste Management Board, which applauds companies' efforts to reduce waste. Besides the award, winners are authorized to use the WRAP WINNER logo on their products and advertising. Among county businesses honored were Albertson's Inc., Hewlett-Packard Co., Northstar-at-Tahoe, Herman Miller Inc., and Roseville Telephone. For more, contact [Piper Miguelgorry](#) or visit the [Press Room](#) or the [California Integrated Waste Management Board](#) . Click on [Placer County WRAP](#) for a complete list of award winners.

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## **Dovebid, Inc. Opens Facility in Roseville**

One of the world's leading auctioneers and capital asset advisors is locating its newest facility in Roseville. Dovebid, Inc. is leasing 19,000 square feet in Stanford Ranch and initially hiring 20 employees for that space. Dovebid performs capital equipment valuations, refurbishment, and on-line international auctioning for companies with a surplus in machinery and high tech equipment. Headquartered in Foster City, CA, Dovebid has 20 corporate offices around the world. The new Roseville facility will be fully operational by November. For more, visit [Dovebid, Inc.](#)

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## **Annual Tahoe Food & Wine Festival Set for Oct. 27-28**

One of the most celebrated food and wine events in the Sierra returns October 27-28 to North Tahoe's luxurious Resort at Squaw Creek. Saturday's program, dedicated to exceptional wines and spirits, includes wine seminars and food- and wine-pairing classes. Sunday's finale is a Culinary Competition and Grand Tasting featuring more than 30 of Lake Tahoe's finest restaurants and caterers, and a dozen world-class wineries.

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## **Marketing Workshop Focused on Ag Expansion**

"How can marketing programs help you develop or expand your agricultural operation?" That question is the focus of the 2001 Ag Marketing Workshop October 16 at the Veterans Hall in Loomis. Led by well-known ag authorities, the workshop will address all segments of Placer County agriculture and also highlight innovative uses for ag products. The event is sponsored by the UC Cooperative Extension, Placer County Agricultural Commission, Placer GROWN and the Placer County Agricultural Marketing Project. For more, contact

Agricultural Commissioner [Christine Turner](#) .

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## **Auburn Software Firm Contracts with HMO**

TCS Healthcare Technologies, a small medical software company in Auburn, has signed a multi-year contract with Santa Rosa-based Health Plan of the Redwoods to provide software and Internet-based services to the HMO. Founded in 1983, TCS has a workforce of about 25. The growing company brought in revenue of \$3.2 million last year. The HMO chose TCS's flagship product, WISDOM NT, an integrated software tool that provides patient-specific data to help primary-care doctors make decisions. For more, visit the [Sacramento Business Journal](#) or visit [TCS Healthcare Technologies](#) .

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## **Rice Tops County's 2000 Ag Products List**

Rice led agricultural production in Placer County last year with a gross value of \$15,778,770, an increase of \$1.4 million in gross value over 1999. Following rice were cattle and calf operations at \$13,680,000; nursery products at \$11,505,400; chickens at \$7,140,900; and irrigated pasture, valued at \$2,750,000. Overall, the total gross value of agricultural products was down only slightly, from \$70,195,421 in 1999 to \$70,167,500 in 2000. For details, visit the [Placer County Agriculture Department](#) or contact Agricultural Commissioner [Christine Turner](#) .

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## **Call Center Graduates Ready to Work**

After completing an intensive 144-hour course funded by the state Employment Training Panel, 15 graduates are ready to begin their new careers. The ETP training prepared the students for customer service work in any kind of call center. Businesses looking for trained Customer Service Reps are invited to



contact the Placer County Office of Economic Development at (530) 889-4061 or [Pamela Casteel](#) .

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## **Award-winning Placer County CD Now Available**

Placer County's award-winning promotional CD, "Where Treasures Still Abound," is now available for sale. The comprehensive 18-video, interactive CD covers all aspects of life in Placer County, from culture, clubs and schools, to recreation, real estate, and history. The CD recently won an Omni Intermedia award, one of many recognizing the best in the converging fields of film, video, TV, Internet, interactive media, animation, and audio production. Suggested by the Brooks Company, a Rocklin consulting firm, Placer County's CD was designed and produced by Fresh Air Media, of Auburn. Copies are available for a nominal fee by contacting the [Placer County Visitors Information Center](#) in Auburn or the [Placer County Association of Realtors](#) in Rocklin. Click on [Placer County](#) for more information on why Placer County is a great place to live, work and play.

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## **Marketing Group Adopts New Name**

Upstate California Economic Development Council is the new name adopted by California's oldest and largest regional economic development marketing group. Previously known as NorCal IDEA, the Council serves 20 northern California counties, positioning businesses in the region for continued growth. Upstate EDC also provides business site selectors with information on the region's business opportunities. For more, click on [Upstate California Economic Development Council](#) .

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## **One Root Festival Celebrated Diversity**

Celebrating the diversity of Placer County residents, Roseville's One Root Festival brought about 10,000 people together last month to share their beliefs, customs, food, and arts. The goal of the two-day event, organizers said, was to bring people together to share their cultures and, in that way, get to know and understand each other. This year's festival showcased the cultures of Africa, Jamaica, India, Greece, Japan, China, Hawaii, and Mexico. For more, click on [One Root Festival](#) .

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## **Shopping Center Expansion Proposed**

Among dozens of items on Placer County's current projects list is a proposal to expand the Rock Creek Plaza shopping center, at Highway 49 at Bell Road in Auburn. Owners propose to increase building square footage by 43,093 square feet, increase parking by 23 spaces, and revise traffic circulation, parking layout, access at Hwy. 49, and pedestrian access. The center is anchored by KMart and Ralph's food store. For more about other current projects in Placer County, visit the [Planning Department](#) .

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## **Photovoltaic Company Comes to Placer County**

Schott Applied Power Corp, a solar power company, has moved its national headquarters into a 23,000-square-foot facility in Rocklin, where it will house 40 employees. Schott is the world's largest independent distributor of solar energy systems. The company moved to Placer County, officials said, because California is the nation's biggest single market for solar electric components, and Sacramento is known as photovoltaic "headquarters." For more, visit [Schott Applied Power](#) or Placer County's [In Progress Newsletter](#) .

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## **Prima Games Signs Book Deal with Microsoft**

Roseville's Prima Games, a division of Random House Inc., has signed an exclusive worldwide agreement with Microsoft Corp. to write, publish, and distribute official strategy guides for video game systems. The first wave of guides will be launched this fall. Strategy guides are softcover books that provide helpful tips to buyers on how to play various video games. For more, visit [Prima Games](#) .

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## **Coherent Marks 20 Years in Auburn, Makes Red Cross Donation**

Laser-optics equipment manufacturer Coherent, Inc. recently celebrated its 20th anniversary at its Auburn campus, and at the same time raised nearly \$15,000 for the Red Cross Disaster Relief Program. Employees chose to forego a party and instead add party funds to a corporate donation to be given to the Red Cross. Coherent employs about 650 people in its 250,000 square-foot Auburn campus. Based in Santa Clara, Coherent chose to locate in Auburn for the area's quality of life and the available work force. For more, visit [Coherent, Inc](#) .

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## **Recycling Program Brings New Business**

When Ace Shredding relocated to Placer County recently, the county's Recycling Market Development Zone (RMDZ) helped the company get re-established and obtain permits. As an RMDZ, the county works to assure a healthy market for collected recyclables. Any Placer County business that uses recycled material in its manufacturing process qualifies for RMDZ benefits such as low-cost loans and the expertise of the California Integrated Waste Management Board. The program goal is to make recycling economically feasible and to create jobs. For more information about expanding or locating your business in an RMDZ zone, contact [Bobbi Park](#) or call (530) 889-4017. For more about the program, visit [RMDZ](#) or visit Placer County's [In Progress Newsletter](#) .

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## **Placer County Honored with State Award**

A Placer County program to help keep residents in touch with county government and new projects facing their communities was honored recently as one of the most creative such programs in the state. The California State Association of Counties (CSAC) honored Placer County for its Municipal Advisory Councils (MACs) with a Merit Award for Excellence. The CSAC Challenge Awards program recognizes the best efforts of California's 58 counties to serve their constituents more efficiently and cost-effectively. For more, visit the Placer County [Press Release](#) Office.

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## **Local Delegation Visits Mile-High Region**

A delegation of local business and government leaders traveled to Denver last month to learn how that city has become one of America's most popular destinations for new businesses and residents. The Sacramento Metropolitan Chamber of Commerce led the 78-member delegation, part of the annual Metro Chamber Study Mission program. The program goal was to talk with business and political leaders in other cities to learn "best practices" and to apply lessons learned in the Sacramento region. For more, visit the [Sacramento Metropolitan Chamber of Commerce](#) .

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## **2001 "Year of the Arts" Highlights Importance of Arts**

To increase public awareness of the arts, the [California Arts Council](#) (CAC) last January launched the "2001 Year of the Arts." With the campaign, the CAC aims to convey that the power and influence of the arts can be seen and felt in all aspects of life in California, from the social to the economic. November is Folk Arts Month, highlighting the state's homegrown traditional art and ethnic heritage;

December is Local Arts Month, focusing on art at the community level. For local information, visit the [Arts Council of Placer County](#) or contact Angie Tahti at (530) 885-5670.

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## **Mail-opening Instructions Available to Businesses**

In an ongoing effort to keep citizens safe and up-to-date with factual information, the Placer County Sheriff's Department will be hosting community forums on mail-opening instructions. Officers are also available to train large employee groups. To schedule a presentation, contact Lieutenant Fulenwider at (530) 889-7858 or visit the department's [Press Release](#) .

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## **Small Business Administration Economic Injury Loans Available**

Prompted by the widespread economic impact of the terrorist attacks on New York City and the Pentagon, the U.S. Small Business Administration (SBA) widened access to Economic Injury Disaster Loans (EIDLs) to small businesses across the country by providing eligible small businesses with the working capital needed to pay ordinary and necessary operating expenses that they would have been able to pay had the disaster not occurred. The application deadline is January 21, 2002. For more, visit the [SBA's Press Office](#) and for more information about all of the SBA's programs for small businesses, call the SBA Answer Desk at 1-800-U-ASK-SBA.

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## **Building Department Provides Expedited Plan Review**

To help permit applicants who want to expedite their plan review process, the Placer County Building Department has established a third-party plan review process. An applicant may contract with a department-approved third-party plan



review firm for its services. The Building Department will accept third-party approvals by these firms for the specific purpose of issuing a building permit. For more, visit the Placer County [Building Department](#) .

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## State Training Program Improves Worker Skills

A new program known as "Career Ladders" offered by the state Employment Training Panel (ETP) can assist businesses in raising the skill level of their low-skilled or entry level workers. ETP has up to \$15 million set aside for this training. For more about this program, contact [Pamela Casteel](#) or call (530) 889-4061.

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### **Lowe's Opens in Roseville**

Attracted to the region's growth opportunities, Lowe's Home Improvement Warehouse has opened a new \$15 million superstore in Roseville. The 150,000-square-foot megastore, at Hwy. 65 and Pleasant Grove Blvd., includes a garden center and 40,000 stocked items to help customers build, improve, beautify or enjoy their homes. Lowe's also carries a full line of plumbing, electrical, lumber, and products for commercial business customers. The store employs about 200 people. Lowe's is the 14th largest retail store in the U.S. and second in appliance sales. For more, visit [Lowe's Home Improvement Warehouse](#) .

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## **D&S Movers Adds New Division at Rocklin Branch**

D&S Movers, Inc., the region's largest commercial moving and storage facility, recently added a Tenant Improvement division at its Rocklin branch. D&S relocates companies and acts as a distribution center for receiving, storing, and delivering inventory, as well as manages inventory for large companies. The new Tenant Improvement division allows D&S to make all necessary improvements -- from extensive remodeling to installing new carpeting -- in a customer's new location. D&S customers include Hewlett-Packard, NEC and GE Medical. The company has a total of 100,000 square feet of warehouse space -- 69,000 in Sacramento, 34,000 in Rocklin. The number of employees in Rocklin varies from 10 to 50, depending on the workload. For more, visit [D&S Movers, Inc](#) . or call (916) 645-6300 (Rocklin) or (916) 371-3929 (West Sacramento).

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## **Village at Squaw Valley USA Opens This Winter**

Phase I of the new Village at Squaw Valley USA will open this Winter, with 139 mountain homes and 19 boutique-style shops and restaurants. Opening for ski season are Balboa Cafe Squaw Valley, an offshoot of San Francisco's Balboa Cafe; PlumpJackSport, a sportswear and accessory shop; Ochialli, an eye-wear boutique; Mountain Hardware, a full-line, mountain-themed hardware store; Nantucket Natural Oils, a create-your-own-fragrance bar; and Starbucks, the music and coffee cafe. At build-out, the Village will have 600 condominiums and 75 shops and restaurants. Construction on Phase II, called 22 Station, started last June. Phase II includes 147 homes (70 percent already sold) and two levels of underground parking. The Village is being developed by Intrawest Corp. For more, visit [The Village at Squaw Valley](#) or [Intrawest](#) .

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## **Loomis Company Brings Computers to the Blind**

For 13 years, Humanware Inc., based in Loomis, has been a consultant to engineers who make devices for the blind and those with low vision. The company also distributes Braille, speech and computer devices. Since May, sales have hit about 80 percent of Humanware's total revenue in 2000. Profits, meanwhile, have surpassed all previous annual results. Humanware is often praised for recruiting and promoting blind employees. Today, four of the company's 22 workers are blind and one has low vision. Last year, Humanware was one of 14 companies -- among 200 nationwide involved in technology for the disabled -- invited to a party at the home of then Vice President Al Gore, honoring the 10th anniversary of the Americans With Disabilities Act. For more, visit [Humanware, Inc](#) .

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## **Growing Auburn Business Customizes Wine Labels**

WINEdesigns, in Auburn, makes custom wine labels for corporate dinners, weddings, holidays and other special occasions. Owners Kathy and Jim Hart contract with wineries that allow them to alter their labels, buy the wine, label it, and sell it to customers. After just one year as a full-fledged business, WINEdesigns is contracting with six California wineries. Custom-labeled wines include Cabernet Sauvignon, Merlot, Chardonnay and Reisling. The Harts also offer a custom-labeled gourmet olive oil. The company has three fulltime employees and hires two temporary workers for the holidays. For more, visit [WINEdesigns](#) .

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## **GKM Corp. Tully-Wihr Co. Combine; Colfax Keeps 100 Jobs**

A hundred jobs will stay in Colfax as the result of GKM Corp.'s decision to stay and consolidate operations in Colfax. GKM, an industrial printing company, and Tully-Wihr Co., one of the company's distributors, had been in three separate locations. Needing more space, both companies moved into a new, \$4 million, 55,000-square-foot building in Colfax. The project was helped by a \$500,000 community development block grant to build roads and infrastructure for the five-acre project site, called the Colfax Industrial Park. For more, visit [Tully-Wihr](#)

[Company](#) .

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## **Auburn Industry 2002 set for February 7**

Auburn is becoming known for its impressive industrial/manufacturing base, mostly centered at the Airport and Industrial Park, providing a significant and positive impact on the regional economy. This location forms the backdrop for a fast-paced, full-day event starting with an Economic Summit, VIP tours of cutting-edge businesses, with CEO briefings. The day concludes at The Ridge Golf Course, featuring Auburn Industry on Display, a VIP Reception and Dinner with Keynote Speaker, Tom Sullivan.

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## **Bowman Economic Strategy Approved**

Placer County's Board of Supervisors recently approved a strategic economic plan for Bowman, the commercial area along I-80 just west of Auburn. The plan calls for improving traffic flow, signage and landscaping, and for beautifying the area's roadways, signs and buildings. Another planned goal is to improve tourism on the Sierra's western slope, benefiting other communities such as Foresthill. The Placer County Visitors Information Center, located at Bowman's hub, will help in that effort. The Bowman plan is part of a countywide redevelopment effort to improve the economy in this unincorporated area. For more, visit the [North Auburn \(Bowman\) Redevelopment Area](#) or contact the [Placer County Office of Economic Development](#) .

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## **Kiplinger California Letter Cites Placer County CD**

Placer County's award-winning promotional CD-ROM, "Where Treasures Still Abound," was mentioned recently in the Kiplinger California Letter. "More

[localities] are appealing to families, not just to business executives," the report notes. "Placer County's CD-ROM tells kids where the skateparks are located." The comprehensive 18-video, interactive CD covers all aspects of life in Placer County, from culture, clubs and schools, to recreation, real estate and history. The CD recently won an Omni Intermedia award. Copies are available for a nominal fee at the [Placer County Visitors Information Center](#) in Auburn or the [Placer County Association of Realtors](#) in Rocklin. For more about Placer County, [click here](#) .

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## **Marketing Assistance Available for Recycled Products**

The Placer County Recycling Market Development Zone (RMDZ) provides marketing help to manufacturers of recycled-content products (RCPs) through an on-line catalog. Recyclestore.com is a free marketing venue that allows wholesale buyers, as well as individual consumers, to purchase quality recycled products at competitive prices. The site is hosted by the California Integrated Waste Management Board, which together with the county's RMDZ program provides incentives such as low-interest loans to manufacturers that use recycled products in their manufacturing processes. For more, visit the [Recyclestore](#) or contact [Recyclestore](#) or visit the [California Integrated Waste Management Board](#) . To find out more about RMDZs, [click here](#) . at

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## **Free Supervisor/Leadership Classes Offered**

Placer County, along with Sierra College, is once again offering free supervisor/leadership classes beginning in February 2002. This 40-hour training course will be conducted four hours a week for 10 weeks. Graduates will receive a Sierra College Certificate of Completion. Funding for this superior training course is provided through the Employment Training Panel. Classes are aimed at providing supervisory staff members with an opportunity to learn and apply modern management techniques to their jobs. To see if your company qualifies and to reserve space for your staff, contact [Pamela Casteel](#) or call (530) 889-4061.

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## Why an Economic Development E-Mail Newsletter?

You told us you wanted a quick, easy way to find out what's new in the Placer County business community. Our response is In Progress Online, a monthly e-mail newsletter. In it, you'll find short items about new and growing businesses, major projects in progress, our cities' and the county's development plans, as well as programs that benefit businesses. We even provide Web links for more details on each story. And you can let us know what's happening in your business. Send items, questions, comments or suggestions to the [Office of Economic Development](#) or visit the [OED Web site](#) .

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